

AffordableScarves.com Launches Scarves.net, a Comprehensive Guide on How to Tie a Scarf

Affordable Scarves, a division of the One Click Ventures Network, has released a video-based online guide featuring 37 instructional videos on how to tie, wear and style scarves, shawls and wraps.

INDIANAPOLIS, IN (September 22, 2010): Just in time for fall 2010, Affordable Scarves has launched Scarves.net, a comprehensive website and blog, detailing scarf-styling lessons. Collectively, the domain functions as a tool with which viewers can mix up their wardrobes at little to no extra cost. The site features 37 diverse tying methods using 10 categories of scarves: Bandana, Circle, Rectangle Long, Skinny, Square, Thin, Winter, Wrap, Neck, and Head Scarves.

The collection of instructional videos is just one facet of Scarves.net, an all-in-one scarf resource highlighting topics such as scarf cleaning, storage, and alternative uses for scarves. Most notably, the website utilizes video tutorials, giving step by step instructions of each scarf tying technique. Scarves.net also posts supplementary pictures and written instructions of each tying method beneath the video for further reference.

"We are excited to test the waters of live demonstration via online video," says Bridget Johnson, Director of Audience Development at One Click Ventures. "The ability to press pause, stop, and rewind until you learn each method is relatively new in the world of styling. We're proud to initiate such an unprecedented resource that helps viewers be fashion forward using one simple accessory." Bridget assembles and instructs the tying methods in each video on the site.

In addition to how-to videos and articles on scarf tips and tricks, Scarves.net allows visitors to easily share its methods with friends and family via direct links to social media channels like Facebook, Twitter and StumbleUpon. This gives viewers a way to connect their scarf expertise with others all over the world.

About One Click Ventures:

One Click Ventures is an internet media company that successfully operates a network of profitable e-commerce websites. One Click's growth originates from acquiring and enhancing websites with untapped growth potential, and employing a robust, cutting-edge marketing effort to drive with untapped growth potential, and employing a robust, cutting edge marketing effort to drive significantly more traffic to these websites and maximize revenue per visit. The foundation for this growth is One Click's integrated, scalable, 100% in-house operational team, with expertise in technology, fulfillment, purchasing, and customer service.



One Click's current stores include SunglassWarehouse.com, HandbagHeaven.com, Socks4Life.com, ReadingGlassesShopper.com, AffordableScarves.com, InexpensiveWatches.com, ABCNeckties.com and TravelProducts.com.

For more information, visit www.OneClickVentures.com.

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